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PTO/SB/81 (02-04)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/655,759
Filing Date	09/05/2000
First Named Inventor	Jason Green
Title	Network methods for interactive advertising and direct marketing
Group Art Unit	2152
Examiner Name	
Attorney Docket Number	99992/00100

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I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

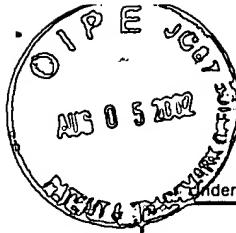
### SIGNATURE of Applicant or Assignee of Record

Name	Jason Green
Signature	
Date	7/23/02

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

\*Total of \_\_\_\_\_ forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Green et al.Application No./Patent No.: 09/655,759 Filed/Issue Date: Sep 5, 2000Entitled: Network methods for interactive advertising and direct marketingAdfluence, Inc., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 11086, Frame 0948, or for which a copy thereof is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

7/23/02

Date

Jason W. Green

Typed or printed name

Jason W. Green, CEO

Signature

CEO

Title



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July 25, 2002

Box: USPTO  
Commissioner for Patents  
Washington, DC 20231

**Re: U.S. Patent Application of Jason GREEN et al. for "Network Methods For Interactive Advertising And Direct Marketing", Serial No.: 09/655,759;  
Filed: September 5, 2000;  
Our Docket No.: 11013/00001**

Honorable Commissioner:

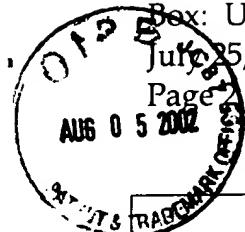
Enclosed for filing in the above-referenced application, please find the following:

1. Power of Attorney.
2. Statement Under 37 CFR 3.73 (b).
3. Our post card. Please date stamp and return.

Respectfully submitted,

Jeffrey C. Maynard  
Reg. No. 46,208

Enclosures



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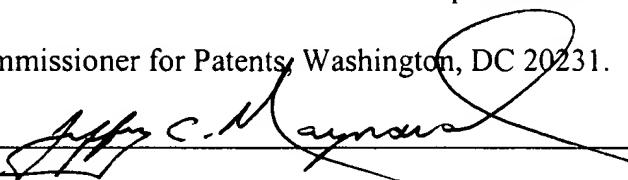
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## CERTIFICATE OF MAILING

I HEREBY CERTIFY that the above-referenced documents relating to Application Serial No. 09/655,759 are being deposited with the United States Postal Service with sufficient postage as First Class Mail on the date indicated below and in an envelope addressed to:

Box: USPTO, Commissioner for Patents, Washington, DC 20231.

By: 

Print Name: Jeffrey C. Maynard

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